

## CLAIMS

What is claimed is:

1. A method, comprising:  
processing image data recorded on a medium;  
identifying intent information contained within said image data;  
processing the intent information to identify a specific action associated with intent information; and  
initiating processing of the specific action.
2. The method of claim 1 further comprising:  
receiving content information associated with the medium,  
wherein initiating processing further comprises performing the action using the content information.
3. The method of claim 1 wherein processing image data further comprises:  
receiving the intent information embedded within the medium; and  
converting the image recorded on the medium into said image data representing a digital image.
4. The method of claim 1 wherein processing image data further comprises receiving user-supplied text and an icon embedded within the medium, and processing the intent information further comprises determining a type of icon located within the intent information, and initiating processing of the image comprises performing the action using information contained on the media based on the type of icon located within the intent information.
5. The method of claim 1 further comprising:  
determining a type of icon located within the intent information, wherein initiating processing of the image is responsive to said type of icon.

6. The method of claim 5 wherein said determining identifies said type of icon as a print icon, wherein initiating processing of the image comprises printing a content portion of said image.

7. The method of claim 1 wherein processing the intent information comprises: selecting at least one specific action from a plurality of different actions.

8. The method of claim 7 wherein the plurality of different actions is selected from the group consisting of printing, faxing and emailing.

9. The method of claim 1 wherein said processing image data further comprises: identifying said medium; and  
initiating software that requests information from a user, wherein the information is additional information to be placed upon said medium.

10. The method of claim 9 wherein said identifying the medium comprises: searching media profiles stored in a secondary storage device.

11. A computer program product having a computer readable medium having computer program logic recorded thereon, the computer program product comprising:  
code for processing image data and identifying within said image data at least one portion representing an instruction for further processing said image data; and  
code for initiating said further processing said image data in accordance with said instruction.

12. The computer program product of claim 11 wherein said code for processing image data further comprises code for identifying content and intent regions of said image data, said instruction contained within a portion of said image data contained within said intent region.

13. The computer program product of claim 11 further comprising code identifying the instruction from an icon located on the image data.

14. The computer program product of claim 11 wherein said code for processing image data further comprises code for identifying separate content and intent regions of an input medium and extracting said at least one instruction from said intent region of said input medium.

15. The computer program product of claim 11 further comprising a media profile that associates a media with a particular software application to be used when a media profile icon is present in said image data.

16. A method of processing a document comprising:  
representing said document as image data;  
locating, within said image data, an area of said document containing intent information;  
identifying an action indicated by said intent information; and  
initiating processing of said document consistent with said action.

17. The method of claim 16 wherein representing comprises scanning a medium having embodied therein a visually perceptible image of the document so as to obtain said image data.

18. The method of claim 16 wherein locating comprises recognizing an image of an icon within said image data; and determining a type of said icon, said type of said icon designating said action.

19. The method of claim 16 wherein locating comprises recognizing, within said image data images of (i) a symbol designating said action and (ii) text present within a text area, said text comprising information associated with said action.

20. The method of claim 16 wherein locating comprises recognizing an image of a symbol designating said action, said symbol associated with at least one command selected from the group consisting of (i) print said document, (ii) e-mail said document, and (iii) save said document.

21. The method of claim 16 further comprising printing an image onto a blank area of said document.

22. The method of claim 16 wherein said locating comprises identifying a plurality of areas of said document and associating portions of said image data with said areas.

23. The method of claim 16 wherein said document comprises a content area separate from said area of said document containing said intent information, said locating comprising a step of recognizing a predetermined region of said document.

24. A data processing system comprising:  
means for representing a document as image data;  
means for locating, within said image data, an area of said document containing intent information;  
means for identifying an action indicated by said intent information; and  
means for initiating processing of said document consistent with said action.

25. The data processing system of claim 24 wherein said means for locating includes means for recognizing, within said image data, (i) a symbol designating said action and (ii) text present within a text area, said text including information associated with said action.